

Mark Payton

represented by

Michael Naso

The Naso Group

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Qualifications Profile

Mark Payton is a television host, producer and comedic writer. He tells quirky stories that can make you laugh out loud. His comic timing is no accident. Payton honed his naturally quick and acerbic wit by doing “Improv” comedy with Chicago’s legendary Second City. He delivered zingers with a smile when hosting the nationally syndicated morning show The Daily Buzz. Payton can now be found hosting an unscripted lifestyle and entertainment show called River City Live on WJXT. Mark is a “triple threat” off-camera, too. He has experience shooting, writing and editing. He knows business, which is especially relevant at a time when volatility in the global economy continues to make front page news. His business knowledge is grounded in real world experience. Having earned an MBA, he held several executive positions in business development, marketing and digital media.

Media Experience

River City Live WJXT

Host

(September 2015 to Current)

Producing topical stories for host chat and segments for the show.

Creator of On Your Mark, a franchise segmentshowcasing talented kids.

Speaker at community events.

The Daily Buzz

Head Comedic Writer & Host

(May. 2012— August 2013)

(Independent Contractor August 2013 to April 2015)

Wrote, Produced and Hosted for the national morning TV show. Created and published original content for TV and the web. Specialized in comedic segments about news, pop culture and politics. Experience with live breaking news, world news and anchoring.

OneMinuteNews.com

Anchor/Marketing Director

(Feb. 2011—May 2012)

OneMinuteNews.com, a social media company streaming news commentary and analysis on the web with a millennial target audience.

- Wrote, produced and delivered original content on world news. Specialized in news satire.
- Increased visibility on the web and ultimately drove “unique” visitors by over 200%. Optimizing SEO, and customizing original content and “story selection” to compete in the crowded space of news on the web.
- Tracked and analyzed informatics, data and trends on YouTube’s platform.
- Created and developed Anchors with Edge. A social media platform allowing user generated journalism. The platform drove OMN’s social network that allowed viewers to share their views and voice on news.
- Marketed OMN’s original content to key distribution channels across TV, Mobil and Digital platforms
- Successful worked with YouTube’s news team and obtained a partnership. Develop a thorough understanding of YouTube’s playbook, algorithms, trends and best practices.

Lakeshore News Tonight, Merrillville IN-DMA #3

Reporter, Videographer and Writer

(Feb. 2010—Feb. 2011)

Live reporting from the anchor desk and in the field.

Line produced newscasts. Produced motion graphics. Filmed and edited tape packages.

UMTV Television Network, Chicago IL- DMA #3

Host/VP of New Business Development (Jun. 2007—Jan. 2010)

Hosted the “Urban Mix” Show on FOX Chicago and Comcast.

Anchored remotes.

Produced the show and lead the business development team.

Marketed the program to local TV stations, domestic and foreign television networks, and sold advertising for the show.

Education & Training

1995-1999 Bachelor of Science in Community Health, University of Illinois, Champaign-Urbana

2000-2002 Masters of Business Administration, Saint Xavier University, Chicago IL

2007-2008 Improvisation Program, The Second City, Chicago, IL